DISH Network Meets 100 HD Channel Mark Ahead of Schedule; Announces Launch of 17 More National HD Channels

Introduces Industry-First TurboHD, the Only 100% HD Service, Available August 1

DISH Network® (Nasdaq: DISH) today announced plans to launch 17 national HD channels, surpassing its goal of reaching 100 national HD channels five months ahead of schedule.

> "We continue our pledge to DISH Network subscribers to add more national channels and local HD markets, as well as offer the best sports and movies in HD."

The new HD channels that will be added are: ActionMax HD (DISH Network Ch. 313) -- HBO Family HD (Ch. 305) -- CBS College Sports HD (Ch. 152) -- HBO Latino HD (Ch. 309) -- Lifetime HD (Ch. 108) -- HBO Signature HD (Ch. 302) -- Lifetime Movie Network HD (Ch. 109) -- HBO West HD (Ch. 303) -- Planet Green HD (Ch. 194) -- HBO Zone HD (Ch. 308) -- Encore HD (Ch. 340) -- Starz Comedy HD (Ch. 354) -- HBO 2 HD (Ch. 301) -- Starz Edge HD (Ch. 352) -- HBO Comedy HD (Ch. 307) -- Starz Kids & Family HD (Ch. 356) -- Starz West HD (Ch. 351)

"In January, we promised our customers that DISH Network would boost our national HD channel lineup to 100 by year's end. Today, we are proud to say that in less than one year, not only did we deliver on our commitment, but we exceeded it," said Eric Sahl, senior vice president of Programming for DISH Network. "We continue our pledge to DISH Network subscribers to add more national channels and local HD markets, as well as offer the best sports and movies in HD."

In addition, DISH Network is thrilled to introduce TurboHD, the first-ever 100 percent, all-HD programming package in the pay-TV industry, with advanced equipment that works on all TVs. TurboHD offers the most-watched HD channels in four separate tiers and can be viewed on analog, digital and high definition TVs, making it the perfect solution for consumers who have or are considering upgrading to HD programming. All TurboHD packages can include HD locals where available.

"TurboHD is revolutionary to the industry; we're changing the way people watch TV by offering them all of the top channels - in HD only - with the best high-definition systems on the market," said Jessica Insalaco, Chief Marketing Officer for DISH Network. "When consumers add HD programming, their viewing habits change - they don't like to go back to standard definition - so their viewing switches over to all-HD channels. TurboHD will provide the next- generation high-definition television experience by offering only the best in HD programming and award-winning HD technology at incredible prices."

TurboHD Bronze: $24.99/month or $29.99/month with local channels* - TurboHD Bronze DishDVR Advantage: $34.99/month; includes core HD package, local channels and a free DVR receiver

TurboHD Silver: $32.99/month or $37.99/month with local channels* - TurboHD Silver DishDVR Advantage: $39.99/month; includes core HD package, local channels and a free DVR receiver; Regional Sports Networks where available

TurboHD Gold: $39.99/month or $44.99/month with locals channels* - TurboHD Gold DishDVR Advantage: $49.99/month; includes core HD package, local channels and a free DVR receiver; Regional Sports Networks where available

TurboHD Platinum: $10/month - add TurboHD Platinum to any qualifying package and receive HD channels that do not have corresponding SD channels

New DISH Network Digital Home Advantage (DHA) subscribers or DHA-24 customers (24-month commitments) who sign-up for America's Top 100 or higher, DishLATINO or higher, TurboHD Bronze or higher, or a qualifying International programming package will receive $50 off of their first statement and Cinemax for one year for just a penny. New or current DISH Network subscribers who commit to DHA-24 will also receive HBO and Starz free for the first three months of their subscription.

More information will be available at www.dishnetwork.com in the coming weeks. The new national HD channels and TurboHD packages are available beginning August 1, 2008.

DISH Network offers new customers the opportunity to upgrade for free to a dishHD DVR receiver like the ViP722™ - which recently received the top- ranking Editors' Choice awards from both CNET and PC Magazine. The ViP722 is a dual-tuner HD DVR that operates two televisions in separate rooms and offers up to 500 hours of storage capacity allowing customers to pause, rewind and fast forward their favorite TV programming.

For more information on DISH Network, visit www.dishnetwork.com or call 1-800-333-DISH (3474).

*In HD where available

About DISH Network

DISH Network Corporation (Nasdaq: DISH), the nation's third largest pay-TV provider and the leader in digital television, provides more than 13.815 million satellite TV customers with industry-leading customer satisfaction which has surpassed major cable TV providers for eight consecutive years. DISH Network also provides customers with award-winning HD and DVR technology including the ViP722™ HD DVR, which received the Editors' Choice awards from both CNET and PC Magazine. In addition, subscribers enjoy access to hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

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